

THE Great White Sale

The opening of this sale has been the greatest success of any former White Goods sale we have ever pulled off. The people know that when we advertise Bargains we always give them, and they are always on the look out for our announcement.

Already thousands of dollars worth of big values have gone out to hundreds of satisfied customers and during the next to days thousands more will go out and if you do not get your share it will be your fault.

While this was strictly a WHITE GOODS SALE yet we marked down hundreds of other goods throughout the store and in order to make the remaining days a GREATER SUCCESS, we are going to mark down many other lines all New Spring Goods that you need right now.

We will also offer some *Special Bargains in Shoes*. Be sure to note the quality and style of our goods and we are sure you will see a big saving to you.

Extra Special!

Ladies full bleached vests, tape neck and armholes, a fine gauze vest, you get no better at 10c. Special this sale **5c** | One lot Childrens hose blk ribbed, 10c value **5c**

Prizes will be given out April 10th, at 10:30 a. m. Complete list will be published and any not called for in 7 days, the next Number will take it.

Exceptional Values in White Goods.

- 4,000 yds. plain white lawn, 27 inch wide, our special 7c value. This sale at **5c**
- 4,900 yds. fine ck nainsook, soft finish and closely woven, you can't shoot straws through it. **5c**
- 5,000 yds. fancy white goods in checks, plaids and stripes. 15c and 19c values, special this sale **10c**

Shirtwaists and Skirts



The greatest shirtwaist and skirt sale ever offered right in the beginning of the season get all you want now

at **48c**

Good quality white shirt waist, all-over embroidery fronts, regular 65c and 75c values

at **79c**

We give you the best \$1 waist made. You pay \$1.25 for no better.

at **98c**

These are waists usually sold at \$1.50 and you'll find them much better than some offered at that. Made of fine white lawn, fancy lace and embroidery trimmed. Knowing how and where to buy gives us many advantages over others.

Skirts at 79c.

A good serviceable white flanne skirt. These are pearls for a special \$1.00 value.

Skirts for 98c

These are regular \$1.50 values and come in white, plain colors and fancy stripes. The fit and set of these are as perfect as a \$10.00 skirt. They are yours during this sale at 98c.

Towels,

Sheets, Pillow Cases, and Bed Spreads

No such bargains as these have ever been offered at the price we have put on them. Not one will be here at the end of this sale, so if you want a genuine bargain in towels, don't fail to see them.

Very large huck and Turkish towels, 15c and 20c values. Sale price **10c**

72x90 bleached sheets **38c**

Special this sale **10c**

42x36 good quality pillow cases, usually sold at 15c, special this sale **10c**

A good heavy bed spread, you pay \$1.25 for worse ones, special this sale **89c**

Other big values at 98c, \$1.24, \$1.39, \$1.48 and \$1.69, worth at least one-third more.



Wash Suits

At Less Than You will Pay for the Making.

Our special \$5.00 values made of fine lineene, the very latest styles, plain colors and white, special this sale at

\$3.98.

\$6.50 values, white, plain colors and stripes, all in the newest fabrics and up to the minute in style, special this sale at

\$4.98.

\$50.00 Given Away.

At the close of this sale we are going to give away \$50.00 in prizes absolutely free. See articles in window as follows:

- 1 Silk Dress pattern value..... **\$15.00**
- 1 Certificate good for m'se value..... **10.00**
- 1 Fine Silk Parasol value..... **5.00**
- 1 Fine White Bed Spread value..... **4.00**
- 1 Ladies' Umbrella value..... **3.50**
- 1 Silk Waist Pattern value..... **3.50**
- 1 Pair of Shoes, your selection, value..... **3.00**
- 1 Linen Dress Pattern, 10 yds. value..... **3.50**
- 1 Gingham Dress Pattern 10 yds value **1.50**
- 3 Pairs Fine Hose value..... **1.00**

\$50.00

Ticket will be given with every 25c Cash purchase. For full particulars ask the clerks, and don't fail to ask for tickets. You may get one or more of the prizes. They will be given out Tuesday April 10th at 10:30 a. m.

Beautiful Laces and Embroideries.

Here is where you get some of the greatest bargains ever offered. We have the stock for you to select from. Thousands upon thousands of yds of the greatest money saving values you have ever seen.

5,000 yds Val. and Torchon Laces, all new and up-to-date patterns, 5c to 8c values. Special for this sale **3c**

1,000 yds. Vals, Torchons and wide Val laces exquisite patterns, not a piece but what is worth 10c. Special for this sale **5c**

5,000 yds. handsome, wide embroidery big value at 15c. Special this sale **10c**

200 yds. wide Flounce embroidery, 18 to 24 inch wide, our special 39c grade, usually sold for 50c. special this sale **29c**

1,000 yds. corset cover embroidery, the usual 25c quality, special this sale **17c**

Bleached and Unbleached cottons.

36 inch fine sea island, regular 7c quality, Special this sale **5c**

Fine soft bleaching closely woven. This sale **5c**

Norris brand bleaching, very heavy, same wt. and weave as Hill, reg 10c val., this sale **8c**

Fruit, Hill or Lonsdale bleaching, (10c yd) Special this sale 10 yds for. **98c**

Undermuslin at Special

Prices

Special values in corset covers and drawers at **25c**

65c drawers, gowns and skirts. **49c**

Special in gowns and skirts worth \$1, this sale **79c**

Beautifully trimmed skirts and gowns, regular \$1.25 values, this sale **98c**

Special on Calicoes and Gingham.

All best grade fancy calicoes. This sale **5c**

Fancy dress gingham, some Amoskeags in this lot, special this sale **7c**

A F C, Swastika, Toile de Nord and other fine dress gingham, this sale 10 yds for **98c**

(10c yd)

City Happenings and Personal Mention.

IN ORDER TO VOTE IN COMING PRIMARY, YOUR POLL TAX MUST BE PAID BY APRIL 9th—AND NO PERSON IS PERMITTED TO PAY THIS TAX FOR YOU. DO IT NOW.

Mrs. Middleton of Crescent Beach is in the city visiting relatives.

A. J. Padgett of Grandin was a business visitor to the city on Tuesday.

H. A. Ford of Mulberry, Polk Co. was visiting friends in the city yesterday.

J. H. Wylie of Interlachen was a visitor in the city yesterday having business before the county commissioners.

Hon. John P. Wall, candidate for State Senator, has been in the city this week shaking hands with the people.

The spring term of the Putnam circuit court will begin on Monday, the last term of court to be held in the old court house.

Mrs. F. D. McLaughlin, who has spent the season pleasantly as the guest of Miss Mulholland, left this week for her home in Arlington, Mass.

The Earnest Co's Great White Sale is attracting great attention independent of the liberal prices offered. Just look at the prices.

Geo. E. Gay spent yesterday in Jacksonville attending the convention of the State Telephone Exchange. Mr. Gay is the president of the Palatka Exchange.

The Misses Anna and Emma de la Barre of Drayton Island have been spending several days in the city this week, guests at the Saratoga Hotel.

Miss Mada Rogers of Putnam Hall and Miss Inez Tucker of Grandin were two attractive West Putnam young ladies to spend Tuesday in the city on a shopping tour.

Mrs. M. Frank and her daughter, Miss Flossie, of Sanford, who have been guests of Mr. and Mrs. M. S. Brown, left for home Sunday evening on the steamer.

The ladies of the Baptist church will hold a bread and cake sale at the store of William Turnage on Saturday, April 16th, commencing at 9 o'clock in the morning.

Judge J. I. Wimberly of Interlachen spent Wednesday in the city, where he had business before the board of county commissioners relating to a road in his section.

S. E. Tabbs of Florahome, one of the men who is taking a lead in the matter of securing proper recognition for that rich farming section, was a visitor in Palatka last Tuesday.

The county school board at its meeting on Tuesday ordered the Special Tax School district election prayed for by citizens of Palatka, and which is to take place on Tuesday, May 10th.

Mr. A. G. Angle, a candidate for Representative from Polk county, was a visitor in Palatka this week. Mr. Angle is a young man of fine presence, and with a head full of brains charged with common sense.

R. F. Rigdon the Peniel strawberry king has been letting the people of Palatka have a good supply of luscious berries during the past few weeks. Mr. Rigdon is an expert in the growing of luscious strawberries.

Mrs. M. S. Brown is visiting Titusville this week, where she was to institute a lodge of the Pythian Sisters, of which order she is state organizer for Florida and Alabama, and in which latter state she is also a deputy supreme chief.

Rev. R. W. Hines will occupy the pulpit of the Presbyterian church next Sunday morning and evening, at 11 a. m. and 7:30 p. m. Mr. Hines is considered one of our best preachers and the congregation and friends are earnestly requested to be present.

Messrs. Laban and William Price of the Melrose section were prominent visitors in the city Tuesday. The former has served some years as a member of the county school board and is one of its most efficient members.

Rev. M. C. Welch pastor emeritus of the Congregational church at Pomona, and grand old man of Putnam county who keeps his heart young with the passing years, was a visitor in the city on Wednesday, accompanied by Mr. E. B. Olmstead of the same place.

The new county bridge spanning the river at this place was on Monday equipped with the regulation government lights on the draw, which can now be opened and shut at night. Until the lights were installed pedestrians and vehicles could not cross the bridge at night.

Confederate Memorial Day will be fittingly celebrated in this city on the 26th inst. Rev. W. C. Foster, pastor of the Baptist church, will deliver the oration at the Court House, and the ladies of Patten Anderson Chapter, U. D. C. will visit the cemetery and decorate the graves of soldiers.

The town of Hastings just over the Putnam county line in St. Johns county is to have a saloon, a petition to that effect having been granted by the St. Johns County Commissioners at St. Augustine on Wednesday. A very large element in the place opposed the granting of the privilege, but their objections were over-ruled.

Gay Bros' down town store was selling some very excellent, well-bleached, tender celery on Wednesday, and which was grown in the home garden of M. S. Brown on Third street. Mr. Brown had more than he could use and he turned it over to Mr. Gay, who in turn, turned it over to the people of Palatka p. d. q. because of its excellence.

Rev. Edward F. Ley, presiding elder of the Miami district, will occupy the pulpit at St. James Methodist church next Sunday both morning and evening. His subject in the morning will be "Division of Labor and Responsibility, or God's Hand in the Laymen's Movement." In the evening, "Love as a Transforming and Directing Energy." The public is cordially invited, and visiting friends will be given a warm welcome.

Martin Griffin's hardware establishment has just from several dozen of Snyder's fruit clippers. The order was simply a sample lot, and will probably lead to others. The Snyder fruit clipper is the invention of the late Walter Thomas of this city, and the sale of which was never pushed after his death some years ago. His eldest son, Mr. Val. Thomas, has some hundreds of them on hand. It is a fine clipper.

The residence of Capt. D. W. Dunham the veteran ship-builder, at East Palatka, was destroyed by fire last Saturday afternoon, the fire being communicated from the surrounding woods, which were burning. Capt. Dunham's loss is a severe one, as he had a fine two-story house, large and well furnished and but little was saved. Mr. Dunham was at home and alone at the time, the captain being at his shipyard on this side. The sympathy of the people is with Capt. and Mrs. Dunham in their heavy loss.

The Spring Time

With its warm days reminds us that heavy garments must be laid aside and lighter ones substituted.

We have the Spring Substitutes of Style and Quality

Hamburger Bros. & Co. Suits.

of which there is nothing better in the United States.

Also the celebrated

Griffon Brand hand tailored Suits

See samples in our window.

Knox Hats in Straws & Panamas

The Hat of Real Style.

Crawford

Shoes



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are known all over the country. We have the sole agency for 'em in Palatka. Also the

• **Stetson Shoe.** •

Spring Goods are now in. Come and see them.

M. S. Brown,

Palatka.



COUCH HAMMOCKS,



with metal frame for use in any position, or with chains with which you may suspend them from the ceiling, are just the thing for Porch Comfort, and are specially well adapted for out-door sleeping.

If you haven't seen them, call and let us show you how well they are constructed, and how comfortable they are.

Price with Frame **\$15,**

Without Frame **\$11.00.**

Your Credit is Good.

\$5.00

Comfortable Porch Chairs of many kinds at right prices.

We also have a large assortment of Hammocks, Porch Swings, Swinging Chairs, etc., for Home Comfort. Let us know your wants.

J. H. YELVERTON, Jr.

Furniture, Stoves, Refrigerators, Etc.

522 and 524 Lemon St.

PALATKA, FLORIDA

Remember the benefit for the Presbyterian church to-night (Friday) at the Wonderland Theatre. Good music will be furnished by Tilghman's Orchestra, and home-made candles will be on sale. Doors will be opened at 6:30 o'clock.

Parents Make Your Sons Happy by Sending Them to this College this Spring or Summer.

By qualifying them for life's duties at the Wilbur Smith Business College, Lexington, Ky. It has the cheapest and best course of Bookkeeping, Shorthand, Typewriting and Telegraphy, and is endorsed by Governors, Bankers, Merchants, and thousands of graduates. Location and climate fine. For particulars, address Wilbur K. Smith, Lexington, Ky.

FOR RENT—3 Room Flat; also Cottage at 111 S. 4th street. Apply 115 S. 4th street. 4-8-2t

A lazy liver leads to chronic dyspepsia and constipation—weakens the whole system. Doan's Regimen (25 cents per box) corrects the liver, tones the stomach, cures constipation.

Notice of Application for Tax Deed. Notice is hereby given that T. S. Jarvis, purchaser of Tax certificate No. 199, dated the 1st day of July, A. D. 1909, has filed said certificate in my office, and has made application for tax deed to issue in accordance with law. Said certificate embraces the following described property situated in Putnam county, Florida, to-wit:

2 1/2 yds. of Sec. 2, T. 2 N., R. 12 E., section 14, township 2 N., range 12 E., 10-0000.

The said land being assessed at the date of the issuance of said certificate in the name of J. M. Pugh. Unless said certificate is redeemed according to law, tax deed will issue thereon on the 8th day of May, A. D. 1910.

Witness my official signature and seal this 10th day of April, A. D. 1910.

(Seal) HENRY HUTCHINSON, Clerk Circuit Court Putnam Co., Fla.

By Henry Hutchinson, Jr., D. C.

5 or 6 doses "666" will cure any case of Chills and Fever. Price 25c. 4-1-1m

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Write To-day for FREE Copy 1910 Florida Almanac

When You Buy Fertilizer From Us You Get One Mixed for Your Land

No one Fertilizer can give uniform benefit to all classes of land. Because all land is not alike by any means. When a man goes to buy a farm he wants to see what kind of soil is there. You should not think of buying fertilizer without knowing that it is adapted to your soil, and the crop to be grown. The proper Fertilizer is as necessary as the land itself if the grower really wants the most profitable results—and we believe you, as a grower, do want to get from your labor all the crop that can be produced. You should have it.

You are entitled to a substantial profit from your labor. You should have it. We want to help you, and feel sure we can.

First, we need from you a chance. Write us to-day for a free copy of our 1910 Florida Almanac, and give us the number of acres and kind of crops you cultivate. Has the information that ought to be in all reliable almanacs, and Fertilizer facts that are worth studying—and studying before your grove is fertilized or next crop is planted.

E. O. PAINTER FERTILIZER CO.,

Jacksonville, Florida

FREE TRUCK With 1-Ton Order for Fertilizer.

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The Earnest Co

PALATKA FLA.

A Busy Man

has no time to spend in a shop having his clothes "fixed" and "altered"—the ancient methods employed by the small local tailor.

All this can be avoided by having your clothes made to order by

Stetson Brothers

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